

# PUBLICATIONS PLANNING CHECKSHEET

DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

Please complete the following information to assist the Office of University Marketing in planning your publication. Arrange a meeting with Julie Roberts (783.2524; j.roberts@moreheadstate.edu) or Toni Hobbs (783.2225; t.hobbs@moreheadstate.edu) to submit form and discuss publication. Thank you.

TITLE OF PUBLICATION: \_\_\_\_\_

DEPT./OFFICE: \_\_\_\_\_

This is a NEW publication.       This is a REPRINT of an existing publication.

This publication will be paid for by:  this Dept./Office  
 other: \_\_\_\_\_ ACCOUNT #: \_\_\_\_\_

PRINTING BUDGET: \$ \_\_\_\_\_ I have a price estimate from Doc. Services ( Y / N )

An On-Campus Transaction Form:  has been submitted to Doc. Services       will be submitted to Doc. Services

CONTACT PERSON: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_@moreheadstate.edu

Person responsible for/authority for final approval: \_\_\_\_\_

DATE NEEDED: \_\_\_\_/\_\_\_\_/\_\_\_\_ DELIVER FINISHED PUBLICATION TO: \_\_\_\_\_

CONCEPT/THEME:

## TO BE COMPLETED IN CONSULTATION WITH OFFICE OF UNIVERSITY MARKETING:

<b>PUBLICATION TYPE:</b> <input type="checkbox"/> advertisement <input type="checkbox"/> booklet ( # of pages: _____ ) <input type="checkbox"/> brochure <input type="checkbox"/> card/postcard <input type="checkbox"/> envelope <input type="checkbox"/> flyer <input type="checkbox"/> form <input type="checkbox"/> poster <input type="checkbox"/> other _____ <input type="checkbox"/> Web page <input type="checkbox"/> undecided	<b>PHOTOGRAPHY</b> <input type="checkbox"/> none required <input type="checkbox"/> supplied (300 dpi minimum) <input type="checkbox"/> photos on file in Photo Services <input type="checkbox"/> photo shoot(s) required <input type="checkbox"/> undecided  <b>PHOTO SUGGESTIONS:</b>	<b>PRINTING</b> PAPER TYPE & COLOR: _____ _____ <input type="checkbox"/> SPECIALTY PAPER: _____  INK COLOR(S): <input type="checkbox"/> full color <input type="checkbox"/> single color: _____ <input type="checkbox"/> other: _____
<b>SIZE:</b> Width: _____ Height: _____  <b>QTY:</b> _____	<b>INFORMATION/COPY</b> <input type="checkbox"/> supplied <input type="checkbox"/> to be designed by Univ. Mkt. <input type="checkbox"/> undecided	<b>SPECIALTY PRINTING</b> <input type="checkbox"/> seal <input type="checkbox"/> custom-made envelopes <input type="checkbox"/> die cuts <input type="checkbox"/> pocket folders <input type="checkbox"/> foil stamping <input type="checkbox"/> embossing <input type="checkbox"/> special binding <input type="checkbox"/> other: _____

### HOW WILL THIS PUBLICATION BE DISTRIBUTED?

self-mailed     envelope     postage required? ( Y / N )       other: \_\_\_\_\_

OFFICE USE ONLY:

DATE RECEIVED: \_\_\_\_/\_\_\_\_/\_\_\_\_

UNIV. MKT. STAFF: